

# **ICN Customer Satisfaction Survey Update**

## **Summary**

### **Service Delivery Division**

#### **Introduction**

The Iowa Communications Network (ICN) conducted customer satisfaction research beginning October 2000 as part of its organization-wide continuing quality improvement efforts. Customers reported areas of service with the highest and lowest satisfaction. The results would help the ICN prioritize its efforts with restructuring and quality improvement.

The research consisted of a three-page survey designed to answer the research question, "How satisfied are ICN customers with their voice, data, Internet, and video services?" Additionally, the research sought customers' satisfaction with ICN's communication to them to inform them of outages, rate changes, new services, discontinued services, and maintenance schedules.

#### **Executive Summary**

As of March 2002, 151 surveys were sent for response. Of these, 73 surveys returned, resulting in a very impressive 48 percent return rate.

Respondents' positions were predominately in administration (56 percent). Operations and Technical positions came next (18 percent) followed by Finance and Other (7 percent each). The rest (12 percent) did not respond. The greatest numbers of subjects were from kindergarten through twelve schools (56 percent). State agencies followed with 22 percent.

Most respondents knew their ICN representative (SDE) and gave their representatives very high remarks (77 percent). In fact, out of a total possible high score of five, ICN representatives received the highest satisfaction scores on customer service (4.69), thoroughness (4.37) and the ability to address customer's needs (4.37). Not only did ICN representatives receive high scores overall, the scores were consistent as shown in the low standard deviation. These updated scores are up since December 2001's last report; and reaffirm customers' extremely high satisfaction with their ICN representatives.

ICN's customer service center (available during business hours) received fairly high scores. Other areas within ICN that received very good remarks were the 24-hour trouble center located at STARC armory, and ICN's equipment installation technicians. These scores are slightly increased from December 2001's already excellent scores.

The ICN offers telecommunications services that can be grouped into four basic areas: voice, data, Internet and video. All four types of services were open to evaluation with respect to quality, pricing, availability of information, ordering process and billing. Compressed video services received the highest cumulative score, although less than seven percent of respondents actually answered this section. Full motion video services came next in satisfaction followed by voice, Internet and data services respectively.

Quality was rated with the highest satisfaction, followed by Price and Ordering Process. Billing was traditionally viewed with the lowest satisfaction. However, the scores for billing continued to improve over time. Also, the standard deviations for billing were all high or very high, yielding very inconsistent responses.

Since the December 2001 report, nearly all service categories have increased in satisfaction.